Digital trade is worth $25 trillion to the global economy creating an enormous opportunity for African entrepreneurs and SMEs to access export markets and business opportunities. Access to mobile technology, digital marketplaces, cloud services, the internet and digital payment systems will help drive economic growth, lift incomes, improve productivity, increase financial inclusion and tackle inequality. Digital trade can help meet national and regional priorities as well as deliver the 2030 UN Sustainable Development Goals.

Aligning development assistance with digital trade priorities has resulted in Ethiopia being the fourth largest ecommerce market in Africa, opening up new markets and business opportunities.

Digital technology has enabled entrepreneurs to increase trade in agricultural products between Senegal and Mali resulting in higher value goods and more local jobs.

**Benefits of digital trade**

- **Increasing Financial Inclusion**
  - $12 trillion value of intra-African trade opportunity

- **Expanding Cross Border Exports**
  - 1 billion under 25-year-olds by 2030

- **Improving Access to the Internet**
  - 35% access to internet

- **Promoting SME Growth**
  - 500 million mobile users by 2020

- **Supporting Entrepreneurs**
  - 1 billion under 25-year-olds by 2030

**Barriers to digital trade**

1. **Poor Infrastructure**
2. **No Access to Electricity**
3. **Low Use of Electronic Payments**
4. **Undeveloped Legal Systems**
5. **Low Purchasing Power**
6. **Lack of Enforcement Capability**
7. **Low Levels of Digital Skills**

At a glance, a few key statistics:

- 4 of world’s largest megacities by 2050
- 15 cities with over 5m population by 2030
- 66% combined population of Rwanda, Tanzania, Uganda use mobile money
- $188 moved per month by typical mobile money customer
- 50% global growth in mobile money accounts was Africa
- 100% growth in mobile money in West Africa 2012–2017
- 36% registered global mobile money customers are women
- 4 of 5 digital businesses worldwide are run by women

**Statistics:**

- $12 trillion value of intra-African trade opportunity
- 1 billion under 25-year-olds by 2030
- 35% access to internet
- 500 million mobile users by 2020

**Digital trade for intra-African trade and development**

Digital trade for intra-African trade and development has resulted in Ethiopia being the fourth largest ecommerce market in Africa, opening up new markets and business opportunities. The value of intra-African trade opportunity is $12 trillion. One billion under 25-year-olds will be opening up new markets and business opportunities by 2030. Access to the internet is improving, with 35% of the population having access by 2020. There will be 500 million mobile users by 2020, providing new opportunities for entrepreneurs.
Supporters

The following organisations support progress on digital trade across Africa:

- Ecommerce Forum Africa
- ICC Ghana International Chamber of Commerce
- GCCI Gambie Chamber of Commerce and Industry
- (absa)
- Senegal-UK Chamber of Commerce
- British BBO Member
- British Chamber of Commerce Kenya
- ICC Nigeria International Chamber of Commerce
- Egyptian-British Chamber of Commerce
- ICT Chamber
- ITAN Nigeria Information Technology Association of Nigeria
- ICC Maroc Chambre de Commerce Internationale